



Southern California Conservation:

A Collaborative Multi-Channel Campaign to Educate, Engage and Drive Action

For submission to the Public Utilities Commission of the State of California



READY TO LAUNCH AND IMPLEMENT A WORLD-CLASS MULTI-CHANNEL CAMPAIGN

SoCalGas has engaged a leading full-service agency who provides state-of-the-art customer communications strategy and engagement delivery for some of the world's leading brands, and also provides local presence and expertise to help adapt these industry best practices into a dynamic campaign optimized for Southern California.









HILTON

















COLLABORATION DRIVES DYNAMIC MESSAGE REFINEMENT

COLLABORATION











EDUCATION



COMMON STAKE:

No matter what sector we are in – residential, business, industrial, agricultural – we have a common stake in uninterrupted, reliable natural gas and electricity. We benefit both collectively and individually by ensuring power is there whenever we need it. Our homes, businesses, schools and farms need it, and our regional economy depends on it.

ENGAGEMENT



POWER TO SAVE IS IN YOUR HANDS:

We each have the power in our own hands to ensure the uninterrupted supply of electricity and natural gas. We don't have to wait for someone else to do it.

ACTION



TAKING ACTION AND MAKING A DIFFERENCE:

Sharing information and talking about conservation with your friends, children, and colleagues, and encouraging them to participate, helps them, helps you, and helps the region.

NEW MULTI-CHANNEL ENGAGEMENT MODEL

- Informed by sophisticated listening technology, research and key stakeholder input
- Driven by engaging content creation, delivering targeted messages
- Content refined for different audiences
- Delivered through well-defined mix of:
 - OWNED MEDIA
 - EARNED MEDIA
 - PAID MEDIA (DIGITAL & TRADITIONAL)
- Optimized with continuous performance management

COMMUNITY INPUT

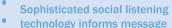


CAMPAIGN THEME & OBJECTIVES

A unifying concept designed to engage key constituents, with actionable & measureable objectives.

Key stakeholder input to optimize effectiveness

DIGITAL LISTENING



- and content development by
- capturing relevant digital conversation data,
- Listening technology also
- surfaces conversations and individual comments in social
- media that can be engaged with one-on-one.



KEY MESSAGES

Concise, consumable messaging that would inform the development of all content.



CONTENT CREATION

Visual, engaging content, designed to capture attention, effectively convey key messages and be shared easily.







STORIES

VIDEOS INFOGRAPHICS

AUDIENCE / CHANNEL OPTIMIZATION

Content is modified for specific audiences (e.g. individuals vs. small business) and modified (e.g. dimensions) for specific channels.



CONTENT DISSEMINATION

OWNED

Channels owned as part of the campaign. Microsite serves as content hub.









EARNED

Campaign coverage through media / news bureau operations.





PAID

Traditional & digital platforms supporting paid promotion / advertising.





CONVERSATIONS





DIGITAL LISTENING



Community managers engage in conversations online with targeted audiences. An opportunity to share content and reinforce positive behaviors.



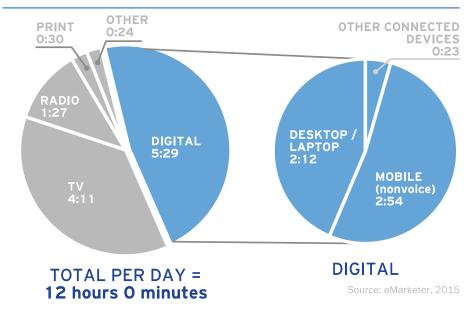
MEASUREMENT

Robust key performance indicators for every facet of the campaign. Reporting and optimization occurs in real-time, daily, weekly and monthly.

BUILT ON A FOUNDATION OF DIGITAL AND SOCIAL MEDIA, OPTIMIZED FOR MOBILE

People spend most time with digital media

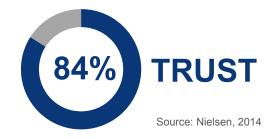
AVERAGE TIME SPENT PER DAY WITH MAJOR MEDIA BY US ADULTS, 2015 (hrs:mins)



Social media facilitates peer-to-peer sharing, which drives action

84 Percent Take Action On And Trust Peer Recommendations – More Than Any Other Form Of Communication.





III Mobile devices drive community engagement

68%

of smartphone owners use their phone at least occasionally to follow along with breaking news events, with 33% saying that they do this "frequently."

67%

use their phone to share pictures, videos, or commentary about events happening in their community, with 35% doing so frequently.



use their phone at least occasionally to learn about community events or activities, with 18% doing this "frequently."

LEVERAGING AN OPTIMIZED MIX OF OWNED, PAID AND EARNED CHANNELS

OWNED













- Custom microsite
- Active social media channels
- Optimized Customer **Relationship Management** engagement
 - Targeted SMS and email outreach
- Leverage account executives for large C&I customers

PAID







 Highly targeted digital messaging to custom-built audience segments





 Local radio and community newspaper messaging to maximize campaign exposure

EARNED

- News bureau operations
- Coordinated messaging, content delivery and media events











Dynamic And Responsive Campaign Engagement:



TRIGGER:

A pre-defined opportunity to drive specific, targeted messaging





CONTENT

Content assets and messaging designed to drive action aligned to each "trigger"



CTION:

ontent delivery echanisms and channels owned, earned and paid) enable engagement

DYNAMIC AND RESPONSIVE CAMPAIGN ENGAGEMENT (SUMMER EXAMPLE)



WORLD-CLASS CONTENT CREATION DESIGNED TO DRIVE ENGAGEMENT AND ACTION



WINTER BILLING: FAQS

COLDER TEMPERATURES IN WINTER IMPACT NATURAL GAS USAGE



are on average the

COLDEST months







customers use about



number-one energy expense for winter since 2011. THREE TO SEVEN TIMES most customers. Heating can more natural gas than account for MORE THAN HALF



of your bill.

EXTRA DAYS IN BILLING CYCLE MAY INCREASE JANUARY BILLS

At the end of each year, meters are read on Saturdays to accommodate the holiday schedule. A Saturday read occurred in the month of December, 2015, thereby increasing the number of billing days by up to five. These additional days could result in higher bills depending on your usage, and will show in January billing.

ADVANCED METERS CAN HELP YOU SAVE ENERGY AND MONEY



SoCalGas is upgrading our metering system with advanced meters. which automatically and securely transmit natural gas usage data to our customer service and billing center.



customers online access to view HOURLY, DAILY, WEEKLY AND MONTHLY



how much natural gas you're using and when, you can better identify ways to SAVE ENERGY AND MONEY.



surprises. Weekly alerts are sent via email and/or text message Best of all, the service is free. Visit SoCalGas.com/save-moneyand-energy today to start using the Ways to Save energy-saving tool and find out how to start your personalized savings plan.

VISIT SOCALGAS.COM/WINTER TO LEARN MORE ABOUT ENERGY EFFICIENCY SAVING TIPS, AND SEE IF YOU QUALIFY FOR ANY OF OUR ASSISTANCE PROGRAMS



- Emphasis on highly-visual infographic and video content.
- Aligned to key messages and campaign theme.
- Optimized for each social media channel.
- Customized for target audiences.
- Optimized for mobile consumption.
- Shareable and syndication-friendly.

of marketers believe that video content is critical/important to campaign storytelling success

of marketers believe that infographics are critical/ important to campaign storytelling success

Source: CMO Council. 2015

180**%**

Watching video content increases the likelihood of taking a desired action by 180%

(Source: Adobe, 2015)

Infographics are engaged with and shared on social media 3x more than other content

(Source: Massplanner, 2016)

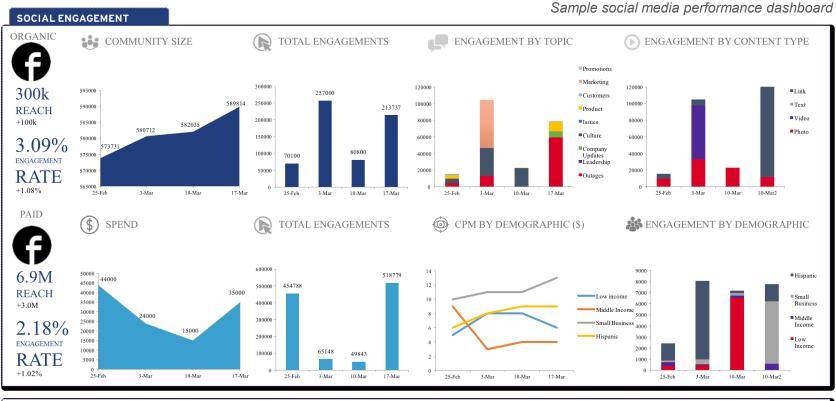
Highly-visual content is 40x more likely to be shared on social media than other content

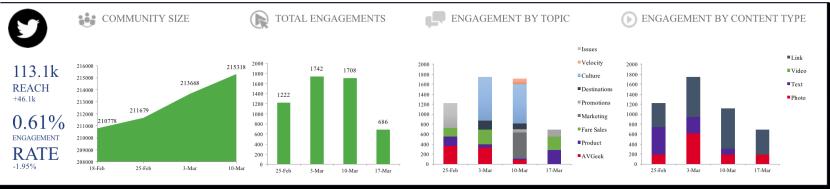
(Source: SocialMediaExaminer, 2015)

COMMITTED TO EXTENSIVE AND TRANSPARENT PERFORMANCE MANAGEMENT

Continuous communication with other stakeholders will allow for collaboration with CAISO, other utilities, regulators, local governments, CBOs, etc.

SoCalGas will use existing local government networks, customer relationships and sophisticated listening analytics to fine-tune tactics to maximize results.





SoCalGas is committed to working with you and our Southern California partners to make this campaign a success.

